INDEX to DUN'S REVIEW

JULY 1976-DECEMBER 1976, VOLUME 108, NUMBERS 1-6

ITLE/SUBJECT INDEX				DISCs Boost Exports, Jobs Washington's New Sleuths	Sep. Oct.	
-A-				Business Favors Ford	Oct.	
CCOUNTING	_			How Much Airline Deregulation?	Oct.	
Who Will Set CPA Rules?	Sep.	62		Conrail: Running on Time	Oct.	
—B—				New House Leader?	Nov.	
OOK REVIEWS				The Changing Takeover Rules	Dec.	
Public Employee Unions: A Study of the Crisis	C	100		An Instant Success Story	Dec.	
in Public Sector Labor Relations (Chickering)	Sep. Oct.	109 119		Social Security Crisis?	Dec.	
The Economy: Old Myths and New Realities (Heller) Taming the Giant Corporation (Nader, Green,	Oct.	120	•.	How to Help Small Exporters HOUSING —H—	Dec.	
and Seligman) The Very Rich: A History of Wealth (Thorndike)	Dec.	101		The New Boom in Mobile Homes	Oct.	
				The New Boom in Mobile Homes	oct.	
ISINESS CENTERS	Jul.	32		INDUSTRY —I—		
The Capitol of Capital New York: Business Gets a Break	Aug.	27		Drilling for Market Profits	Aug.	
How to Succeed in Business by Really Trying	Aug.	30		The Boom in Video Games	Sep.	
The Great Rabbit Hunt	Sep.	50		The Ratios of Retailing	Sep.	
A Business Capital Called Coral Gables	Sep.	76		Why Buy Airline Stocks?	Sep.	
After the Pipeline?	Nov.	74		New Boom in Mobile Homes	Oct.	
ISINESS SERVICES				How Much Airline Deregulation? Conrail: Running on Time	Oct.	
Washington's New Sleuths	Oct.	70		The Ratios of the Wholesalers	Oct.	
Unique Tool for Marketers	Oct.	95		The Booming Business in Facts	Nov.	
The Happy World of Herman Kahn	Dec.	64		An Upturn for Retailing?	Nov.	
c				The Ratios of Manufacturing	Dec.	
MPANIES				Five Plays in Housing	Dec	
Lukens Makes a Specialty of Success	Jul.	67 71		INTERNATIONAL		
As American as Levi Strauss	Jul. Jul.	71 75		Europe's Boardroom Revolution	Jul.	
Lorillard: The First 216 Years	Jul.	78		How Multinationals Survive	Jul.	
Ames Digs for Profits Bluebird's Happiness	Aug.	52		The View From Abroad	Jul.	
Gould's Unsung Growth	Aug.	52		The Growing Power of OECD	Sep.	
Colgate's Big Move	Aug.	53		A Business Capital Called Coral Gables	Sep.	
LIN's Long Haul	Sep.	14		DISCs Boost Exports, Jobs	Sep.	
Standard's Surge	Sep.	14		Measuring Up to Metrics European Women: Heading for the Executive Suite	Oct.	
Roadway's Fast Track	Sep.	16		The Mysterious Market in Blocked Accounts	Oct.	
Lift-Off at Memorex	Oct.	28		Minerals: Horn of Plenty	Nov.	
Spalding's Base on Balls	Oct.	29 95		PM's Foreign Invasion	Nov.	
Unique Tool for Marketers: PIMS	Nov.	20		Battle Over Food Exports	Dec.	
Potlatch's Balancing Act Rolls Accelerates	Nov.	21		How to Help Small Exporters	Dec.	
PM's Foreign Invasion	Nov.	83		-1-		
The Five Best-Managed Companies	Dec.	39		LABOR AND MANAGEMENT		
Blumenthal's Balancing Act	Dec.	40		The Masterminds of Management	Jul.	
The Marvelous Marketer	Dec.	42		Labor: Strife, Success	Jul	
The Fast Movers at Halliburton	Dec.	44		European Women: Heading for the Executive Suite		
Banking's Aggressive Conservative	Dec.	47		Executive Jobs: A Banner Year	Nov.	
Ralston Purina's Protean Growth	Dec.	48 56		LAW		
An Instant Success Story	Dec.	30		A History of Business Laws	Jul.	
MPENSATION				The Corporation Turns to Preventive Law	Aug.	
Pension Funds Play It Safe	Sep.	80		A Close Look at the New Tax Law	Nov.	
Comeback of Financial Counseling	Oct.	102		The Changing Takeover Rules	Dec.	
RPORATE STRUCTURE				MANUELOTUDING —M—		
The Corporation in Crisis	Jul.	12		MANUFACTURING		
A History of Change	Jul.	14		Plant Capacity: Is There a Crunch?	Nov.	
The Changing Takeover Rules	Dec.	53		The Ratios of Manufacturing	Dec.	
UNCILS, ORGANIZATIONS & GROUPS				MARKETING		
The Growing Power of OECD	Sep.	73		The Man Who Sold Jimmy Carter	Aug.	
How the Science Court Would Work	Nov.	78		Unique Tool for Marketers: PIMS	Oct.	
Business' Most Powerful Club	Dec.	69		The Marvelous Marketer	Dec.	
IME				MEDIA		
Is Business Soft on Crime?	Aug.	49		The Executive Suite Hits Prime Time	Aug.	
—E—				—N—		
ONOMICS AND THE ECONOMY				NATURAL RESOURCES & COMMODITIES		
The Economy	Monthly	Column		Can We Manage Our Resources?	Jul.	
Booms and Busts	Jul.	40		The Flourishing Cartels	Aug.	
How Long Will Good Times Last?	Sep.	45		Environmental Battle?	Sep.	
The Growing Power of OECD	Sep.	73		Minerals: Horn of Plenty	Nov.	
After the Pipeline?	Nov.	74		After the Pipeline?	Nov.	
UCATION				Battle Over Food Exports	Dec.	
The Booming Business Schools	Jul.	20		—P—		
ERGY				PERSONALITIES & OPINION-MAKERS		
Life in an Atomic State	Oct.	88		Who Was Horatio Alger?	Jul.	
After the Pipeline?	Nov.	74		The Masterminds of Management	Jul.	
ANOT —F—				Generations of Genius	Jul.	
ANCE —F—	11			The Man Who Sold Jimmy Carter	Aug.	
How to Close the Capital Gap	Jul.	30		Shaping GOP Issues Business Favors Ford	Aug.	
The Capitol of Capital The Mysterious Market in Blocked Accounts	Jul. Oct.	32 93		The Happy World of Herman Kahn	Oct. Dec.	
Comeback of Financial Counseling	Oct.	102			Jec.	
The Changing Takeover Rules	Dec.	53		STANDARDS —S—		
—G—				Measuring Up to Metrics	Oct.	
				STOCKHOLDER RELATIONS		
VERNMENT & POLITICS	Manth	0-1		Boosting the Public Investor	Oct.	
Washington Desk	Monthly (Is This Any Way to Run an Annual Meeting?	Nov.	
Government Tightens Its Grasp Radicalism Then and Now	Jul. Jul.	25 49				
New York: Business Gets a Break	Aug.	27		TAXEST-		
How to Succeed in Business by Really Trying	Aug.	30		Two Hundred Years of Taxes	Jul.	
The Man Who Sold Jimmy Carter	Aug.	32		A Close Look at the New Tax Law	Nov.	
Shaping GOP Issues	Aug.	39		Social Security Crisis?	Dec.	
Doing Away With Welfare	Aug.	57		TECHNOLOGY		
The Great Rabbit Hunt	Sep.	50		Technology: A U.S. Slowdown?	Jul.	
Environmental Battle?	Sep.	61		Generations of Genius	Jul.	
Who Will Set CPA Rules?	Sep.	62		How the Science Court Would Work	Nov.	

AEG, 8:42,43 AFL-CIO, 7:53; 9:61,109; 10:62; 12:63 APF Electronics, 10:138,142 ASEA, 8:42,43 A-T-O, 10:92,33 Accounting Principles Board, 9:62 Acorn Fund, 10:50 Aetna Life and Casualty, 10:51 Affiliated Fund, 10:49 Agriculture Department, 9:48; 12:75,77 Aid for Dependent Children, 8:57 Aid for Dependent Children, 6:57 Aiken Industries, 10:51 Aims Group, 10:102 Akzo NV, 7:58 Alaska Airlines, 11:75,76 Alaska International Industries, 11:75,76 Alaska Pacific Bank, 11:74 Albertson's, 11:98 Alcan Aluminum, 10:49 Alexander & Alexander Services, 9:68 Alexander Hamilton Institute, 10:44 Allegheny Ludlum Industries, 7:34,35; 10:49,73,75 Allied Chemical, 8:62; 10:50 Allis-Chalmers Manufacturing, 10:51 Allis-Chalmers Manufacturing, 10:51 Aluminum Association, The, 11:39 Aluminum Company of America, 7:26,28,35; 10:49 10:49
American Airlines, 9:80,82,84,100
American Bar Association, 12:55,99
American Brands, 9:43
American Broadcasting, 8:53
American Concrete Pipe Association, 10:61
American Council for Capital Formation, 7:33
American Economic Association, 7:50; 10:120
American Economic Propert Products, 12:40,41 American Forest Products, 12:40,41 American Home Products, 9:43 American Home Products, 9:43
American Institute of Certified Public
Accountants, 9:62,64
American La France, 10:33
American Metal Market, 11:70
American National Metric Council, 10:63 American Paper Institute, 7:35
American Productivity Center, 9:11
American Revolution Bicentennial Commission, 7:49 7:49 American Stock Exchange, 10:48,51 American Telephone & Telegraph, 7:14,17,26; 10:50,51,94,102,109; 12:69,70 American Tobacco, 7:75 Americans for Democratic Action, 9:61 Ames, O., 7:78 Amos Tuck School of Business Administration, 7:20.21 Amstel Hotel, 8:43 Amtrak, 10:85,86 Anchorage Westward Hotel, 11:76 Anchorage Westward Hotel, 11:76 Armour, 8:52 Armstrong Cork, 7:14; 12:105,106 Armstrong Rubber, 10:50 Arthur Andersen, 9:62-64,96 Arthur Guinness Son, 11:56 Asset Management Group, 10:103 Associated Press, 11:56 Associated Transport, 10:38 Athenaeum Hotel, 8:42 Atari, 9:54,55 Atari, 9:54,55 Atlantic Richfield, 7:35; 8:46; 9:67,68,80; Attantic Richfield, 7:35; 8:46; 9:67,68,80; 10:51; 12:64 Atlantik Hotel, 8:43 Autolite, 12:40 Avco, 10:51 Avco Everett Research Laboratory, 11:78 Avis, 10:52 Avon Products, 10:51 Ayco, 10:103 Aztec Oil & Gas, 12:97

—B-

BASF, 7:57 BASF, 7:57 Babcock & Wilcox, 7:35 Baird, Patrick, 10:137 Baltimore and Ohio Railroad, 7:37; 9:52 Bank of America, 7:15,16,59,64; 8:45,46; 10:28; 12:11,39,46.49 Bank of New York, 7:13 Bank of North America, 7:14 Bank of North America, 7:14
Bank of tha United States, 7:14
Bankers Trust, 10:102.103; 12:47
Banque Paribas, 11:34
Baring Brothers, 7:32
Baruch College, 11:57
Battalia, Lotz & Associates, 11:50
Batterymarch Financial Management, 9:82; 10:50 10:50 Bayer, 8:41 Bayer, 6:41 Becker Securities, 11:84 Béghin, F., 8:40 Bell & Howell, 12:70 Bell Telephone Laboratories, 7:37 Bendix, 12:39-42,46

Beneficial Finance, 9:43 Bestline Products, 8:24 Betancourt, Hummel, 10:102, 105 Bethlehem Copper, 12:53 Bethlehem Steel, 7:18 Biltmore Hotel, 9:79 Blount, 12:70 Bluebird, 8:52,53 Blyth, Eastman Dillon, 12:42 Blyth, Eastman Dillon, 12:42 Boeing, 9:82; 12:70 Boise Cascade International, 9:76 Book-of-the-Month Club, 10:52 Borden, 10:73,75 Borden Co. International, 9:79 Bourns, 10:103 Boyden Associates, 11:50 Braniff Airlines, 9:100
Brazilian Stock Exchange, 10:94 Brazilian Stock Exchange, 10:94 British Aluminum, 8:42 British American Tobacco, 11:83,84,88 British Broadcasting, 11:56 British Metrication Board, 10:62 British Postal Service, 10:62 British Standards Institute, 10:62 British Trades Union Congress, 7:55 Brook Farm, 7:51 Brookings Institution, 7:34,84; 9:47,48; 10:6; Brookings Institution, 7:34,84; 9:47,48; 10: 11:67-70.92; 12:5 Brotherhood of Railway Clerks, 9:61 Brotherhood of Sleeping Car Porters, 7:53 Brown & Root, 12:44,46 Brown Boveri, 8:42,43 Brown University, 9:49 Bruskin, R.H. Associates, 11:30,34; 12:19 Bureau of Economic Analysis, 11:65,66,92 Bureau of Economics, 10:145 Bureau of Mines, 10:72; 11:70 Burger King, 12:49 Burlington Industries, 10:50 Burndy, 9:67 Business Advisory Council, 12:71 Business Council, The, 12:69-71,94 Business Exchange, 11:36 Business Roundtable, The, 7:28; 12:69

CIE Générale des Establissements, 11:34 CDC International, 9:67 CPC International, 9:68 California Association of Utility Shareholders, 9:43 Campbell Soup, 10:50; 12:70 Canadian Merrill, 10:51
Canadian Merrill, 10:51
Canny, Brown, Howard, Peck & Associates, 11:50
Capital Cities Communications, 9:14,15; 10:50
Cargill, 9:76
Carnegie Steel, 7:17 Carnegie-Mellon University, 10:11
Carnegie-Mellon University Graduate School of Industrial Administration, 10:11 Carter Hawley Hale Stores, 12:71 Carter Publications, 9:15 Caterpillar Tractor, 7:15; 10:51 Celanese, 7:15 Ceranese, 7:15
Census Bureau, 8:24; 11:66
Central Intelligence Agency, 10:71
Central of Jersey Railroad, 10:85
Centre d'Etudes Industrielles, 7:58-60; 10:80
Certain-Teed Products, 12:105 Chain Store Age Executive, 10:34 Champion International, 9:66 Charles River Associates, 11:70 Chase Econometrics Associates, 7:31; 9:49; 12:103 Chase Manhattan Bank, 7:58; 9:43,49,64; 11:39,68,70; 12:47,48 Chase Manhattan Bank Trust Investment Fund, 12:80 Chelsted Motors, 9:50,53 Chesapeake Systems, 8:52 Chicago Board Options Exchange, 10:50 Chicago Board Options Exchange, 10:50 Chicago Bridge & Iron, 9:77 Chrysler, 7:54; 9:14,15,46,50-53; 10:50,51,61 Chrysler U.K., 7:55 Citibank Trust Investment Fund, 12:80 Citicorp, 7:16,28; 9:15,43,64; 10:54,103,135; 12:47,48,70 Cities Service, 8:42 City Investing, 10:50 City Investing, 10:50 City University of New York, 7:50; 8:62; 11:57; 12:28 Civil Aeronautics Board, 7:15,80; 10:72,79; 11:76 Clark Equipment, 10:49 Cleveland Trust, 7:41 Clevite, 8:52 Cloister, The, 12:70 Clamshell Alliance, 10:88 Club of Rome, 7:34; 12:64 Coca-Cola, 11:6; 12:70,94 Cocoplum, 9:79 Coleco Industries, 9:55 Colgate Palmolive, 8:53,54

Collins Radio, 10:28 Columbia Broadcasting System, 8:34,35; 11:56 Collins Radio, 10:28
Columbia Broadcasting System, 8:34,35; 11:56
Columbia University, 12:28
Columbia University Graduate School of
Business, 7:15; 9:99,109; 10:80
Commerce Clearing House, 12:36
Commerce Department, 7:36,57; 9:47;
11:5,65,66,79; 12:69-71,86
Commission on Federal Paperwork, 10:72
Commission on Federal Paperwork, 10:72
Commission on He Review of the National
Policy Toward Gambling, 12:58
Commodity Futures Trading Commission, 12:75
Commodity Futures Trading Commission, 12:75
Commodity Research Bureau, 11:70
Common Agricultural Policy, 12:75-77
Commonwealth Oil Refining, 12:97
Communications Workers of America, 8:62
Compagnie Générale d'Electricité, 8:43
Computer Directions Advisors, 10:112
Conference Board, The, 9:40,45,48; 11:66; 12:28
Congeressional Budget Office, 8:18; 10:124,145
Connecticut Department of Planning & Energy
Policy, 10:89,90,133
Consolidated Edison, 8:28
Consolidated Freightways, 9:16,18
Consumer Product Safety Commission, 10:70; 11:80
Consumer Protection Agency, 10:79; 12:6 11:80
Consumer Protection Agency, 10:79; 12:6
Consumer Response, 12:36
Consyne, 10:51
Continental Can, 12:71
Continental Carbon, 8:42
Continental Group, 8:44,45; 9:68
Continental Illinois Bank, 10:103
Continental Illino Cook Electronic, 10:51 Coopers & Lybrand, 10:103 Copperweld Steel, 10:73,74; 12:53 Coral Gables Chamber of Commerce, 9:79 Coral Gables Community Development Department, 9:76,79
Coral Gables Finance Department, 9:77 Coral Gables Finance Department, 9:77
Cornell University, 7:68; 8:39
Corning Glass Works, 10:51
Corporate Accountability Research Group, 9:64
Cost Accounting Standards Board, 9:63,64
Cotton Fiber Paper Council, 11:36
Council of Economic Advisers, 8:7; 9:74; 10:11,119; 11:11 Council of State Governments, The, 12:99
Council of State Governments, The, 12:99
Council on Foreign Relations, 9:95
Council on Wage and Price Stability, 8:22
Crowley Maritime, 11:75,76
Crown Center Hotel, 10:5

Crown Zellerbach, 9:80 Crutcher Resources, 10:51 Cummins Engine, 10:50,51

DWG, 10:51 Dart Industries, 10:51.52 Dartmouth College, 7:18 Data Resources, 7:31; 11:5 Dayton Hudson, 11:98,100 Dayton Hudson, 11:98,100 Deak, 10:93,135 Deere, 12:64 Defense Department, 10:75; 11:6; 12:69-71,94,112 Delta Airlines, 9:99,102,105 Demas & Hall, 12:55 Department of Health, Education and Welfare, 10:75.146 Department of Housing and Urban Development, 12:103 Deutsch, Shea & Evans, 12:19 DeVoto, Sullivan & Berry, 11:50 Diamond Shamrock, 10:50 Diebold, 10:52 Disclosure, 10:71,72
Discount Store News, 11:39 Doubleday, 11:59
Doubleday, 11:59
Douty, H.M., 10:11
Dow Chemical, 7:56; 9:76,79; 10:82
Dow Chemical Europe, 10:82
Dow Jones, 7:41; 9:40; 10:47-49,51 Dresser Industries, 8:67; 12:70 Drexel Burnham, 10:53,55 duPont, E.I. & Nemours, 7:18,35,37; 10:95; 11:79; 12:69 Dun & Bradstreet, 7:42; 9:90,91; 10:114-116; 12:88,89,91-93

East African Airlines, 9:105 Eastern Airlines, 9:105; 10:51 Eastman Kodak, 7:56; 8:44 Eaton, 7:35 Ebasco Services, 12:46 Economic Development Board, 8:29,62 Edison Brothers Stores, 11:100 Egon Zehnder International, 10:80 Electric Boat, 10:88

SUBJECT INDEX: COMPANIES, MEDIA, GOVERNMENT AGENCIES, ORGANIZATIONS, UNIVERSITIES, UNIONS, ETC.

University of Pennsylvania, 9:47,49; 12:28 University of Reading, 12:77 Washington Analysis, 12:111 Union Camp, 10:49 Washington Forum, The, 8:11; 10:146 Washington Service Bureau, 10:71 Washington University, 9:47 Union Carbide, 7:57: 8:28: 10:49.94: 12:64 University of Neutring, 12:77
University of Southern California, 7:15
University of Southern California Graduate
School of Business Administration, 7:21
University of Texas, 8:33 Union for Radical Political Economics, 7:50 Uniroyal, 9:76 United Airlines, 9:99,100,102 United Auto Workers Union, 7:53,54; 9:53; 10:11 United Brands, 9:67,68; 11:42 Waterman SA, 10:80 Wells Fargo Bank, 9:81; 10:103 University of Texas, 8:33 University of the South, 11:55 University of Wisconsin, 12:28 University Tailors, 10:44 Upjohn, 7:36 Wesleyan University, 10:90 West Penn Power, 9:51 Western Airlines, 9:100, 105 Western International, 11:76 United Brands, 9:67,68; 11:42 United Illuminating, 10:88 United Nuclear, 10:50 United Parcel Service, 9:53 United Park City Mines, 10:51 United Rubber Workers, 10:11 U.S. Borax, 11:76 U.S. Chamber of Commerce, 7:12,28,55; 9:107; Westinghouse Electric, 8:32,43; 9:53; 10:50 Uppsala University, 7:58,64 Weyerhauser, 8:44,45 Wharton School, 7:49; 9:49; 11:65,66,92 Utah Power and Light, 9:43 Utah International, 12:71 White House Council on International Economic Policy, 11:67 White, Weld, 12:42 Whitman & Ransom, 12:53 11:6; 12:5 U.S. Metric Association, 10:60,62 Valley Camp Coal, 12:53 Value Line Investment Survey, 10:48-50 U.S. Metric Information Office, 10:61 U.S. National Bank, 12:47 Vauxhall Motors, 11:24 Veba Glass, 8:42 Wien Air Alaska, 11:76 William D. Witter, 10:48 U.S. National Bank, 12:47 U.S. Post Office, 7:17; 9:6; 12:70,94 United States Railway Association, 10:85-87,128 U.S. Steel, 7:13,14,16,31,33; 8:30; 9:53,66; 10:49; 11:79,94; 12:53,69,71,97 U.S. Trust, 10:103, 105 Veterans Administration, 9:80: 10:54 William H. Clark Associates, 11:41,50
William H. Willis, 11:50 Vinton's Town House, 9:79 Volkswagenwerk A.G., 7:55; 9:50-53; 11:43 Williamette Industries, 10:50 Wilson, 8:52 Woods Petroleum, 10:51 United Technologies, 12:53,70 United Transportation Union, 10:87 WBAP-TV, 9:15 WBZ, 8:32 WFIL, 9:14 WKXAS, 9:15 Wall Street Journal, The, 10:38, 119; 12:97 Waldorf Astoria Hotel, 12:55 Woolworth, F.W., 10:80,81,131 World Tobacco, 11:83 Universal Container, 10:51 Universal Services, 11:75 Wurlitzer, 10:50,51 Wytmar, 11:50 University of California, 9:109 University of Georgia, 8:65 -X-Y-Z-University of Illinois, 12:28 War Production Board, 12:7 Xerox, 7:26; 8:44,52; 9:67,68; 10:102; 11:79 University of Michigan, 8:7; 9:46,74; 11:11,30; 12:28.56 Yale University, 9:109; 12:28,103 Yellow Freight System, 9:16 Ward Howell Associates, 11:50 Warner Brothers, 11:58 University of Minnesota, 10:119 Warner Communications, 8:62 Zweig Forecast, The, 10:48

		AUTHOR	INDEX		
—A—			Radicalism Then and Now	Jul.	49
ACKLEY, GARDNER			Shaping GOP Issues	Aug.	39
	A	7	How Long Will Good Times Last?	Sep.	45
Reshaping the Fed	Aug.	,	Environmental Battle?	Sep.	61
—в—			Business Favors Ford	Oct.	73 79
BRADY, RAY			How Much Airline Deregulation?	Oct.	79
Drilling for Market Profits	Aug.	65	New House Leader?	Nov.	55
Why Buy Airline Stocks?	Sep.	99	A Close Look at the New Tax Law	Nov.	60
Some New Special Situations	Oct.	137	Minerals: Horn of Plenty	Nov.	68
An Upturn for Retailing?	Nov.	97	Social Security Crisis?	Dec.	63
Five Plays in Housing	Dec.	103	Business' Most Powerful Club	Dec.	69
BREWIN, ROBERT			ROSS-SKINNER, JEAN		
Conrail: Running on Time	Oct.	85	Europe's Boardroom Revolution	Jul.	54
Contain. Running on Time	Oct.	03	The View From Abroad	Jul.	58
-6-			The Flourishing Cartels	Aug.	40
GARFIELD, DAVID C.			The Growing Power of OECD	Sep.	73
DISCs Boost Exports, Jobs	Sep.	87	The British: Muddling With Metrics	Oct.	62
GRAYSON, C. JACKSON, JR.			European Women: Heading for the Executive Suite		80
The Productivity Slide	Sep.	11	PM's Foreign Invasion	Nov.	83
GREENE, LEONARD M.	Gep.	••	Battle Over Food Exports	Dec.	75
	•		Battle Over 1 ood Exports	Dec.	,,
Doing Away With Welfare	Aug.	57	—S—		
—H—			SMITH, LEE		
HERSHMAN, ARLENE			Lorillard: The First 216 Years	Jul.	75
How to Close the Capital Gap	Jul.	30	Is Business Soft on Crime?	Aug.	49
How Multinationals Survive	Jul	56	Washington's New Sleuths	Oct.	79
New York: Business Gets a Break	Aug.	27	Life in an Atomic State	Oct.	88
Who Will Set CPA Rules?	Sep.	62	Plant Capacity: Is There a Crunch?	Nov.	65
Pension Funds Play It Safe	Sep.	80	How the Science Court Would Work	Nov.	78
Stock Market: New Highs Ahead?	Oct.	47	An Instant Success Story	Dec.	56
Will New Bond Funds Pay?	Dec.	80	•		
HOADLEY, WALTER E.			SMITH, PAULA		
The Government-Business Breach	Dec.	11	The Masterminds of Management	Jul.	17 32
			The Man Who Sold Jimmy Carter Unique Tool for Marketers: PIMS	Aug. Oct.	95
				Dec.	64
LANG, EUGENE M.			The Happy World of Herman Kahn	Dec.	04
How to Help Small Exporters	Dec.	85	SPERMAN, JACOB H.		
LEVY, ROBERT			Is This Any Way to Run an Annual Meeting?	Nov.	91
The Great Rabbit Hunt	Sep.	50	STAFF		
A Business Capital Called Coral Gables	Sep.	76		Manable	y Column
Measuring Up to Metrics	Oct.	60	Dun's Digest Executive Bookshelf		y Column
The Booming Business in Facts	Nov.	56	The Spotlight		Column
—M—	,		The Booming Business Schools	Jul.	20
MURRAY, THOMAS J.			Technology: A U.S. Slowdown?	Jul.	36
Can We Manage Our Resources?	test	24	Generations of Genius	Jul.	37
As American As Levi Strauss	Jul.	34	Booms and Busts—And Other Economic Highlights		40
The Executive Suite Hits Prime Time	Jul.	71	Labor: Strike, Success	Jul.	52
The Boom in Video Games	Aug.	34 54	Lukens Makes a Specialty of Success	Jul.	67
New Boom in Mobile Homes	Sep. Oct.	53	Ames Digs for Profits	Jul.	78
After the Pipeline?	Nov.	74	The Ratios of Retailing	Sep.	90
Arter the ripeline:	NOV.	/4	The Ratios of Wholesalers	Oct.	114
r			The Five Best Managed Companies	Dec.	39
PERHAM, JOHN C.			Blumenthal's Balancing Act	Dec.	40
The Corporation in Crisis	Jul.	12	The Marvelous Marketer	Dec.	42
The Corporation Turns To Preventive Laws	Aug.	44	The Fast Movers at Halliburton	Dec.	44
New Compensation Trends	Sep.	66	Banking's Aggressive Conservative	Dec.	47
The Mysterious Market in Blocked Accounts	Oct.	93	Ralston Purina's Protean Growth	Dec.	48
Comeback of Financial Counseling	Oct.	102	The Ratios of Manufacturing	Dec.	88
Executive Jobs: A Banner Year	Nov.	41	STOVALL POREDT U		
The Changing Takeover Rules	Dec.	53	STOVALL, ROBERT H.		***
—R—			Boosting the Public Investor	Oct.	107
ROSEN, GERALD R.			W		
Washington Desk	Monthly	Column	WEBER, ARNOLD R.		
Government Tightons Its Green	Monthly	Column	The Debate Over COLA		

The Debate Over COLA

11

Oct.

Government Tightens Its Grasp

Moore Schley, Cameron, 10:52 Morgan Guaranty Trust, 10:103 Morgan, J.P., 7:32 Morgan Stanley, 9:54; 11:43 Motorola, 10:137

NL Industries, 10:50 Nabisco, 9:67,68 National Airlines, 9:99,100,105 National Association of Business Economists, 11:5 National Association of Manufacturers, 7:28; 9:107 National Audobon Society, 8:18 National Audobon Society, 8:18 National Bank of Alaska, 11:74 National Broadcasting, 9:15 National Bureau of Standards, 10:60 National Cash Register, 9:66 National Commission on Supplies and Shortages, 7:35 National Computer Conference, 8:24 National Distillers and Chemical, 7:35; 9:82 National Investor Relations Institute, 12:53,99

National Investor Relations Institute, 12: National Labor Relations Board, 7:27 National League, 10:29
National Planning Association, 7:42
National Presto Industries, 10:51,142
National Science Foundation, 11:79
National Security Council, 11:68
National Semiconductor, 9:54,55; 10:138
National Weather Service, 10:60: 11:57 National Semiconductor, 9:54,55; 10:138 National Weather Service, 10:60; 11:57 Naugatuck Valley Industrial Council, 10:89 New England Power Pool, 10:88,89 New Harmony, 7:51 New Idria, 10:51

New Jersey Governor's Economic Policy Council, 8:30 New York Daily Advertiser, 7:76 New York Globe, 11:58 New York Polytechnic Institute, 7:50

New York State Department of Labor, 8:28 New York State Public Service Commission, 8:30 New York Stock Exchange, 9:40,82; 10:51,107,

109,112,137; 12:70

New York Times, The, 9:109; 11:56; 12:97

New York University, 12:28

New York World, 11:57 Newsday, 10:60 Nordstrom, 11:75 Norfolk & Western, 9:52

North American Phillips, 10:138 North American Phillips, 10:138 Northeast Utilities, 10:88-90,133 Northwest Airlines, 9:99,100,102 Northwest Industries, 12:53 Northwestern University, 7:84; 12:28

Oak Tree, 11:100

Norton Simon, 9:66 Nuclear Regulatory Commission, 10:90,133; 11:6

Oakland Financial Group, 10:103 Occupational Safety and Health Administration, 7:15; 11:6 7:15; 11:6 Off-Track Betting, 12:58 Office of Air Trading, 8:42 Office of Management and Budget, 11:6 Office of Technology Assessment, 10:124 Ohio Manufacturers Association, 12:53,55 Olin, 10:50 Oliphant, 9:99 Oneida Community, 7:51 Oppenheimer, 8:29,65; 10:51,52 Oppenheimer, 8:29,65; 10:51,52
Organization for Economic Cooperation and
Development, 7:15,57; 8:43; 9:73-75,93,96
Organization for European Economic
Cooperation, 9:73
Organization of Petroleum Exporting Countries,
8:11,40; 9:48,100; 10:88; 11:68; 12:5,6
Otis Elevator, 7:14; 12:53
Ovene Corging Fiberates, 12:105

PPG, 10:95 Prd, 10:95
Pace University, 7:21
Pacific Holding, 10:51
Palmer G. Lewis, 11:75,76
Pan American Airways, 9:100,102; 10:79
Paris Bourse, 11:34 Pathcom, 10:53 Patronat, 7:55 Paul Stafford Associates, 11:50 Pechiney-Ugine-Kuhlmann, 8:42; 11:34 Penn Central, 10:38,85,85,127 Penney, J.C., 8:44,45,46; 9:55; 10:34,36; 11:97,100

Owens-Corning Fiberglas, 12:105

Pennsylvania Industrial Development Authority, 9:52 Pennsylvania Railroad, 7:17; 12:71 Pensions & Investments, 9:52 Pension Benefit Guaranty, 12:112 People's Action for Clean Energy, 10:133

People's Bicentennial Commission, 7:49,50 Perera, 10:93,135 Perkins Engine Latin America, 9:76 Petrie Stores, 11:100 Pfeifer & Langen, 8:40 Pfizer, 8:28; 10:102 Phillip Morris, 7:76; 11:83,83,86,88; 12:39, Philip Morris Europe, 8:83 Philip Morris International, 12:43 Pillsbury, 11:79 Pinehurst, 10:86 Pinenurst, 10:86 Piper, Jaffray & Hopwood, 9:40; 10:50,51 Pirelli, 8:42,43 Pitney, Bowes, 10:42 Pittway, 10:140 Polaroid, 8:44 Polaroid, 8:44
Poloron Products, 10:51
Pomona College, 8:18
Port of Seattle Planning and Research
Department, 11:75
Potoka Service, 9:53
Potlatch, 11:20,21
President's Export Council, 12:85
Previews, 11:34
Price Commission, The, 9:11
Princeton University, 8:22; 12:28,41
Proctor & Gamble, 8:53, 54; 9:66; 11:91; 12:108
Proler International, 10:50
Prudential Life Insurance, 9:80
Pullman, 9:80,82

Quaker Oats, 9:80; 12:70 Questor, 10:29

Pullman, 9:80,82

RCA, 9:55; 10:50 REFAC Technology Development, 12:85,86 Raffinerie Tirlemontoise, 8:40 Ralston Purina, 9:67,68; 10:50; 12:39,46,48-50 Ralston Purina International, 9:76 Rand, 12:65,66 Rawlings, 10:29 Raytheon, 12:70 Reader's Digest, 11:56 Reading Railroad, 10:85 Real Estate Research, 10:36 Regal-Beloit, 10:62 Reconstruction Finance Agency, 8:31 Régie Tabac, 11:84 Reliance Group, 10:51,71 Remington Rand, 7:38; 8:24; 11:39 Republic Steel, 10:49,50 Resorts International, 10:51

-R

Reynolds, R.J. Industries, 7:76; 11:83,84,88; 12:42,43 Reynolds Metals, 7:35; 8:42 Reynolds Securities, 10:51,52,107,109,112 Riber SAS, 10:82

Rich's, 11:97 Rinfret-Boston Associates, 11:65,66,92 Risdon Manufacturing, 10:51 Rio de Cro Mining, 10:44 Ripley International, 11:59 River Brand Rice Mills, 8:54 Riviana Foods, 8:54

Road & Track, 9:50 Roadway Express, 9:16,18; 10:38 Robeco, 7:58 Rockefeller University, 11:79 Rockwell International, 9:5,53,76; 10:138

Rockwell International, 9:5,53,76; 10:1 Rohm & Haas, 9:76 Rolls-Royce, 11:21,24 Rolls-Royce Motor Holdings, 11:21,24 Rothmans International, 11:83,88 Rose Associates, 8:28,62 Rothschild, L.F., 9:16 Rundt's Weekly Intelligence, 10:94

Rustcraft Greeting Cards, 10:52 Ryan Homes, 12:105,106 Ryder Truck Lines, 10:38

SCM, 10:95 Sabine Royalty, 12:99 Safeway Stores, 10:50 Saint Gobain Emballage, 8:42 Salomon Brothers, 12:80 Santa Fe Industries, 10:50 Santa Fe Industries, 10:50
Saturn Airways, 10:51
Savin Business Machines, 10:51
Schaefer, F & M, 10:51
Schlumberger, 8:65,67
Schwab, F.R. & Associates, 11:42,50
Scientific Advisory Council, 7:36
Scientific American, 11:79
Scientific Games Development, 12:56-58
Sac Containers, 10:50 Sea Containers, 10:51 Seagram Overseas Sales, 9:76 Sears, Roebuck, 9:55; 10:138; 11:97,100 Seatrain Lines, 10:51 Seattle First National Bank, 11:75

Securities & Exchange Commission, 7:26,27,33,65; 8:45,46,68; 9:63-66,96,107; 10:70-72,103,120; 11:42; 12:53,55,97,99 Securities Industry Association, 8:50 Security National Bank, 12:47 Seidman & Seidman, 11:60-62 Sensormatic Electronics, 10:140,142 Shearson Hammill, 10:137 Shearson, Hayden Stone, 9:99; 12:80 Shell Oil, 10:51 Shenandoah Oil, 7:35 Shipbuilders Association, 9:63 Shulman Transportation, 10:51 Siemens, 8:42,43 Siemens, 8:42,43 Signal, 10:102 Simon & Schuster, 11:58 Singer, 9:66; 10:94; 11:42 Skaggs, 11:98,100 Skelly Oil, 10:51 Skyline, 10:54 Smith & Safian, 10:48,49 Smith Barney, Harris Upham, 10:48; 12:47,103,105,106,108

Societé Imetal, 12:53 Source Securities, 12:24 Sotheby Parke Bernet, 11:34
Sotheby Parke Bernet International Realty,
11:34,36 Southern Railroad, 7:33 Southern Pacific Railroad, 10:127

Southern Pacific Railroad, 10:127
Southland Royalty Acquisitions, 12:97
Spalding, 10:29,33
Spalding, A.G. Brothers, 10:33
Special Committee for U.S. Exports, 9:87
Spencer Stuart & Associates, 10:82; 11:42,50
Sperman Metal Specialities, 11:91
Sperry Rand, 7:57; 8:24; 9:80,82,84
Staley, A.E. Manufacturing, 11:94
Standard Elektik Lorenz, 7:54
Standard & Poor's, 9:81,99; 10:48,49,51.52; 12:84

Standard Elektik Lorenz, 7:54 Standard & Poor's, 9:81,99; 10:48,49,51,52; 12:28 Standard Motor Products, 9:14-16 Standard Oil, 7:14,15,18 Standard Oil of California, 8:67; 10:51; 12:70 Standard Oil of Indiana, 10:51

Standard Oil of Ohio, 7:56 Standard Oil Trust, 7:56 State Department, 11:69,70; 12:69,70

Statham Instruments, 8:52 Staub Warmbold & Associates, 11:42,50

Staulo Warmbold & Associates, 11:42,50 Stephens, 10:48 Stevens, J.P., 10:95 Stone & Webber, 9:67 Stores Broadcasting, 10:50 Strategic Planning Institute, 10:95,96,98,100

Strike Force Against Organized Crime, 8:49,50 Studebaker-Worthington, 10:50 Studebaker-Wortnington, 10:50 Sucre Export, 8:43 Sun Chemical, 10:51 Sumitomo Electric Industries, 8:43 Survey Research Center, 9:46; 11:30 Svenska Tabak, 11:84

-T-

Swank, 10:137 Swift, 8:52,53 Sybron, 8:62

TRW, 7:36 Talcott National, 10:51 Target, 11:98
Target, 11:98
Tate and Lyle, 9:79
Tax Foundation, 10:124
Teamsters' Union, 11:76
Technique 10:5, 8:22 Teledyne, 10:51 Telephone Cables, 8:42 Tesoro Petroleum, 12:97 Texas Christian University Graduate School of Business, 7:21 Texas Instruments, 9:55; 10:138 Texas Monthly, 8:54 Texaco, 8:28,65; 9:86,76 Thomasville Furniture Industries, 12:108 Time, 10:51 Times-Mirror, 9:67 Tishman Realty & Construction, 8:62 Toshiba, 8:43 Touche Ross & Co., 9:96 Towers, Perrin, Forster & Crosby, 9:68 Toyota, 9:50 Trade Policy Research Group, 12:75 Transamerica, 10:50 Trans World Airlines, 9:100,102

Treasury Department, 9:87; 10:36; 11:5,69; 12:63,66,69-71,94

Trinity Industries, 10:50 Triumph Adler, 10:82 Tsai, G., 10:49 Tyler, 10:50

Unilever European Market Research Group, 10:80.81 Unilever NV, 12:76

Elgin National Industries, 10:51
Empire Stakes, 12:56,58
Eadicott Shoe, 7:78
Electronic Memories, 10:51
Energy Research and Development
Administration, 8:31; 11:6
Environmental Policy Center, 12:112
Environmental Protection Agency, 7:27,28;
8:44; 10:70; 11:79,80
Equal Employment Opportunity Commission, 7:27
Equitable Life Assurance Society, 7:56;
9:80,82
Erie Lackawanna Railroad, 7:17,33; 10:85
Ernst & Ernest, 8:46
Eurofinance S.A., 9:51
European Common Market Commission, 8:40-42
European Economic Community, 7:55; 8:40-43;
9:93,95; 10:60,131; 12:75-77
European Law Newsletter, 8:42
European Steel and Coal Community, 8:40
Ex-Cell-O, 12:42
Exchange, 10:93,135
Exxon, 9:43,76; 10:51,95,102,105; 12:69,70

FACS, 10:70,71 FOI Services, 10:71 Fabriques de Tabacs Reunies, 11:84 Fairchild Camera and Instrument, 9:54,55; 10:138 Fantas, The, 8:30 Farragut Investment Management, 10:137,138,140,142 Faulkner, Dawkins & Sullivan, 10:50; 12:44 Federal Aviation Agency, 8:45; 12:70 Federal Bureau of Information, 12:58,70 Federal Communications Commission, 7:80; 8:32; 9:15.54 Federal Deposit Insurance Corporation, 7:26 Federal Energy Administration, 7:28; 12:66 Federal Housing Administration, 9:80; 10:54 Federal Housing Administration, 9:80; 10:54 Federal-Mogul, 10:74 Federal Power Commission, 7:27; 8:65; 9:49 Federal Reserve Board, 7:26; 9:46,47,49; 10:119; 11:65-67,92; 12:94 Federal Reserve System, 7:26,30; 8:7; 10:48 Federal Trade Commission, 7:26; 8:24,68; 10:6,72,145 Federated Department Stores, 11:98,100 Ferranti, 8:42 Ferranti, 8:42
Fieldcrest Mills, 10:50
Financial Accounting Standards Board, The, 9:62-65,96; 11:42
Financial Support Fund, 9:75,95
First Boston, 11:42,43,97,98,100; 12:64
First Index Investment Trust, 10:49
First National Bank of Chicago, 10:36
First National Bank of Chicago, 10:36
First National City Bank, 10:53; 12:103
Fleetwood Enterprises, 10:54,55
Fletcher School of Diplomacy, 7:49
Fluor, 8:67 Fluor, 8:67 Food and Drug Administration, 7:26,28; 10:70,71,146; 11:80 Ford Motor, 7:53; 9:14,43; 10:51; 12:40,71 Foster & Marshall, 11:76 Four Seasons Nursing Centers, 9:63 Fram, 12:40 Frank Russell, 9:81 Franklin National Bank, 12:47 Frederick W. Cook, 9:66,67 Fried. Krupp Huttenwerke, 7:55 Frost & Sullivan, 11:30 Furukawa, 8:43

Gallup Organization, 11:30
General Accounting Office, 10:124
General Agreement on Tariffs and Trade, 9:73,93,94; 12:75-77
General American Transportation, 8:53
General Crude Oil, 7:35
General Dynamics, 9:55; 10:88
General Electric (Brit.), 8:42,43
General Electric (Tedit, 10:54
General Floods, 11:91
General Host, 8:28
General Instrument, 9:55
General Mills, 8:44,45; 10:102,128
General Mills, 8:44,45; 10:102,128
General Motors, 7:16,19,49; 9:14,15,43,46,62; 10:11,33,51,61,127,128; 11:21,43,79; 12:57,69-71
General Services Administration, 11:70
General Telephone & Electronics, 7:35; 8:44
Glendinning, 12:57
Georgeson,12:53,97
Georgia Institute of Technology, 12:58
Gerald Rafshoon Advertising, 8:32,33

Gleiss, Lutz, Hootz, Hirsch & Partner, 8:41,43
Gold Circle, 11:98
Goldman, Sachs, 10:47; 11:97
Goodrich, B.F., 10:94
Goodyear Tire & Rubber, 7:14; 12:70
Goodyear International, 9:76
Gould, 8:52,53
Gould-National Batteries, 8:52
Government Printing Office, 10:124
Government National Mortgage Association, 9:80
Grant, W.T., 11:39
Grace, W.R., 12:43
Great American Federal Savings & Loan, 9:53
Gregg, 10:103
Greensburg Tribune-Review, 9:53
Greenwich Research Associates, 9:80,82
Groesbeck, 10:103
Guinness Superlatives, 11:56,57,59
Gulf Chemicals, 12:64
Gulf Oil, 9:53,76,77

H—
Halliburton, 8:67; 10:51; 12:39,44-46
Hamilton Brothers, 12:99
Handy & Harman, 10:73
Handy Associates, 9:68; 11:50
Hansen, A.S., 9:81
Harsco, 10:74
Harvard University, 12:28
Harvard Business School, 7:20,56; 10:96,127; 12:103
Harvard-Radcliffe Program in Business
Administration, 11:97
Haskins & Sells, 12:58
Haus Neuerburg, 11:88
Hay Associates, 10:103
Heidrick & Struggles, 10:38
Helena Rubinstein, 8:54
Herald Tribune, 10:93
Hewlett-Packard, 12:70,94
Highway Trust Fund, 9:61
Hill & Knowlton, 12:99
Hitachi, 8:43
Hoechst A.G., 7:57; 8:41
Holiday Inns, 8:46; 9:53,79
Homestead, The, 12:69-71,74
Honeywell, 10:96
Horace de Podwin Associates, 8:42
Houston Oil & Minerals, 10:50,51
Houston Shell & Concrete, 7:78
Hudson Institute, 7:34,42; 12:64,65,66
Hughes Aircraft, 10:62
Hughes Tool, 8:67; 10:138
Hutton, E.F., 10:103
Hy-Gain Electronics, 10:52

IC Industries, 9:67 ICI, 8:41 ICI America, 9:79 I-T-E Imperial, 8:52 Ideal Basic Industries, 10:49 Industrial Fasteners Institute, 10:61 Industrial Workers of the World, 7:51 Ing. C. Olivetti, 10:80-82 Ingersoll-Rand, 9:87,89 Insurance Crime Prevention Institute, 8:50 Interfaith Center on Corporate Responsibility, 7:16 Institute for Contemporary Studies, 9:109 Institute for Socioeconomic Studies, 8:57 Interactive Data, 10:51 Interior Department, 8:68; 11:6,70 Intermedco, 10:51 Internal Revenue Service, 7:26; 9:67 International Association of Seed Crushers, International Bauxite Association, 9:30; 11:68,69 International Bureau of Weights and Measures, International Business Machines, 7:15,26; 8:44,45,52; 10:28,29,51,96,138,145,146 International Copper Producers Consortium (CIPEC), 11:68 International Electrical Association, 8:42,43 International Energy Agency, 8:73-75,95 International Fair Trade Practice Rules Administration, 8:42 International Harvester, 7:33; 12:70
International Harvester Export, 9:76
International Monetary Fund, 7:59; 9:94
International Labor Organization, 9:73
International Minerals & Chemicals, 9:67,68 International Mickel, 11:69
International Nickel, 11:69
International Organization for Standards, 10:61
International Paper, 7:35; 10:49,102
International Telephone & Telegraph, 7:54,56,57;
8:42,44; 10:52,105,138 Interstate Commerce Commission, 7:15,28,29,80; 10:85,86,128 Inverness Management, 10:103 Investors Overseas Services, 9:63 Irving Trust, 9:47; 11:41

J & H International, 12:56 Jack-in-the-Box, 12:49 Johns-Manville, 12:105 Johnson, E.F., 10:52 Johnson & Johnson, 7:14 Journal of Commerce, 11:70 Justice Department, 8:41,43,49,50; 9:6; 10:145,146; 12:46

K-Mart, 11:39,98
Kaiser Aluminum & Chemical, 7:35; 8:42; 10:72
Kaiser Preussag Aluminum, 8:42
Kaufman & Broad, 10:54
Kendall, 8:53
Kennecott Copper, 12:53
Keystone, 12:49
Kimberly Clark, 9:68; 12:53
King Features, 11:58
Kleer Vu Industries, 10:51
Knickerbocker Toy, 10:51
Koppers, 12:70
Krorn/Ferry International, 11:41,50
Kremple & Meade, 11:50
Kresge, S.S., 10:51; 11:39,98,100
Kuhn, Loeb, 7:32

LIN Broadcasting, 9:14,15
Labor Department, 8:44; 10:72; 11:6; 12:28
Lazard Freres, 7:28
Lee Way Motor Freight, 10:38
Lefkowith, 11:36
Lehigh and Hudson River Railroad, 10:85
Lehigh Valley Railroad, 10:85
Leuthold Group, 9:40
Levi Strauss, 7:71,73; 10:60
Liberty National Life Insurance, 12:53
Library of Congress, 10:124
Life, 12:101
Liggett & Myers, 9:76; 11:84
L'Institut Européen D'Administration des
Affaires, 7:58; 10:80
Litton Industries, 10:51,82
Lockheed Aircraft, 8:46; 9:5,62; 10:21
Loeb, Rhoades, 10:42
Loew's, 7:75,76; 12:105,106,108
London Graduate School of Business Studies, 7:59; 10:80
London Metal Exchange, 8:43
Lone Star Industries, 10:50
Lorillard, P., 7:75,76; 11:84
Lowenbrau, 12:44
Lukens Steel, 7:67,68

Lynden Transport, 11:75,76

—————

MGM Television, 8:34,35

Mack Trucks, 7:35

Macy, R.H., 11:100

Magnavox, 9:54,55

Mallory, P.R., 9:66-68

Manager, 7:59,64

Manpower Europe, 10:80

Manufactured Housing Institute, 10:53

Marine Midland Bank, 12:47

Marketing Science Institute, 10:96

Marshall Field, 12:71

Martin Marietta, 10:50

Masonite, 12:105,106

Massachusetts Institute of Technology, 7:57; 11:79; 12:28

Massachusetts Mutual Life Insurance, 8:44

Massey-Ferguson, 10:80,82

Mathematica, 12:57

Mattel, 8:46

May Department Stores, 11:100

McDermott, J. Ray, 8:67; 12:44

McDonald's, 10:63; 12:49,101

McGill University, 11:97

McGraw-Hill, 7:13, 11:65,66

McKinsey, 9:67,68

Mead, 10:75,95,96

Mellon Bank, 9:53

Memorex, 10:28-29

Merrill Lynch, Pierce, Fenner & Smith, 8:45; 11:42; 12:81

Metals Week, 11:70

Metropolitan Life Insurance, 9:80

Michelin, 11:34

Michigan General, 10:51

Microdot, 12:53

Midvale Steel Works, 7:18

Miller Brewing, 12:42-44

Mining Record, 7he, 10:44

Mobil 0ii, 7:14,16; 9:43; 10:102; 11:79,91; 12:70

Monopolio di Stato, 11:84

Monsanto, 10:102 Montgomery Ward, 10:138 Monthly Review, The, 7:51

UNIVERSITY MICROFILMS

FEB -9 1977

RECEIVED MAILROOM

